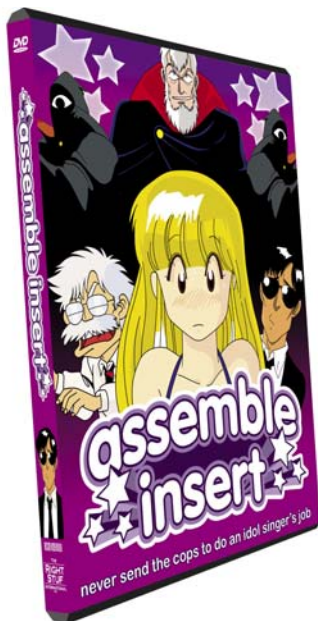


THE RIGHTstuf

INTERNATIONAL, INC.

PO Box 71309 Des Moines, IA 50325 Phone (515) 252-6116 Fax (515) 252-0555
<http://www.rightstuf.com>

**** For Immediate Release ****



The Right Stuf International is proud to announce that on December 9, 2003, ASSEMBLE INSERT, one of the most hilarious anime parodies since OTAKU NO VIDEO, is returning with ALL NEW PACKAGING at a fantastic all new LOWER PRICE of \$14.98!

Assemble Insert

Pre-book date: 12/2/2003 - Street date: 12/9/2003
Approximately 60 minutes, Dolby Digital Stereo, Color.
Adventure / Comedy

DVD (English, Japanese, Japanese with English Subtitles)
Catalog#: RSDVD9008

Suggested Rating: 13+
ISBN: 1-57032-087-X
UPC#: 7-42617-9008-2-2
SRP: \$14.98

From Masami Yuuki (the creator of PATLABOR), with Designs by Yutaka Izubuchi (LODOSS WARS), and Design Assist by Takehiko Ito (creator of OUTLAW STAR), comes an unabashed parody of everything Japanese including super-hero anime, idol singers, sentai shows, and even those silly commercials for super powered sport drinks! Absolutely nothing is safe!

Let's say that a group of hooded, power-suit-wearing ninjas lead by a crazy old man in a cloak is tearing up your city. Every time you try to fight them, your team is totally humiliated, entire city blocks end up demolished, and city's citizens just keep getting angrier. What can you possibly do? If you're anything like Chief Hattori, you hold a pop idol contest! ...No, seriously!

Chief Hattori and his "special" task force are searching for that special someone who can really kick butt, and yet be so adorable that the public will instantly love her. Unfortunately, they don't seem to be having too much luck - until high schooler Maron Namikaze takes the stage. She's cute, she's sweet, and she just happens to be able to crush steel with her bare hands! Now Maron's going to get her chance to be the idol she's always wanted to be - all she has to do is stop a gang of ruthless thieves, and look good doing it!

Bonus DVD content includes:

Live Action Parody Commercial, Booklet Packed Full of Liner Notes
Interactive Menus, Scene Access, Dolby 2.0 English & Japanese Audio, English Subtitles.

Graphic of cover is located at <http://www.rightstuf.com/outgoing/sleeves/rsdvd9008.jpg>

What they're saying about Assemble Insert:

"...a good hour of fun anime." AnimeOnDVD.com

"...really fun to watch." -Daily-Reviews.com

"Don't let this jewel fall through the cracks, because it's a definite keeper." -Animefringe.com

Founded in 1987, The Right Stuf International ("TRSI") was one of the first players in the US Japanese Animation ("anime") industry. Dedicated to producing the highest quality products, TRSI selects a limited number of anime titles to focus on each year. With a product line ranging from anime classics like Astro Boy, Kimba, and Gigantor to the most modern comedies and dramas such as the Irresponsible Captain Tylor, His and Her Circumstances and Boogiepop Phantom, TRSI produces quality anime for fans of all ages! To learn more about TRSI, visit us on the web at www.rightstuf.com.

For more information on these or any Right Stuf title, or for samples or images, contact us at:

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